PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Susan Jannetta DATE: October 2, 1991

FROM: Alejandro Lopez/Jeanne Bonhomme

SUBJECT: Merit Ultima Packaging Research

Attached is a copy of the Merit Ultima presentation given by Dave Beran to senior management last Monday, September 23rd. Tables which were not included in the presentation covering likes and dislikes about each Ultima pack are also attached. Overall, the Merit Ultima Metallic Blue pack outperformed the Rhomboid and Pinstripped design.

Specifically,

- When viewed monadicaly Metallic produced the most "like it very much" responses.
- The location of Metallic Blue on the category maps, which was also a monadic evaluation places Ultima in a preferred market positioning.
- When compared directly to Rhomboid and Pinstripped, Metallic achieved three times as many first place votes for likability.
- Eye-tracking revealed that Metallic had greater attention getting ability than the other two pack designs.
- Metallic registered greater brand recognition for Ultima when compared to Rhomboid and Pinstripped.

Distribution
D. Beran
D. Dangoor
F. Della Crosse
B. Ferrin
A. Goldfarb
M. Walchak

/pmb
Attachments

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Source: https://www.industrydocuments.ucsf.edu/docs/srmj0004